Barclays
2015 Americas Select Franchise Conference

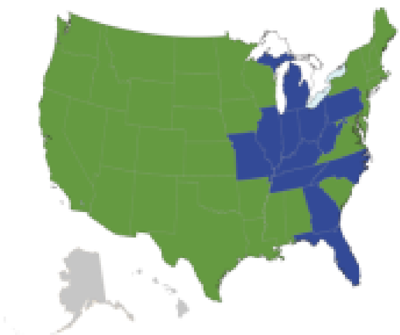
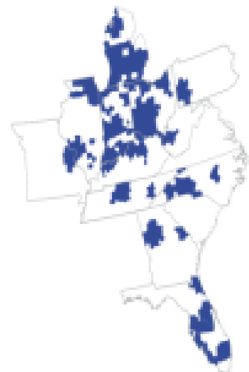
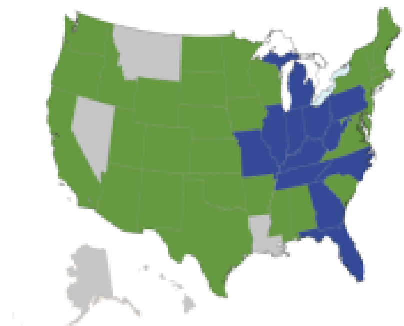
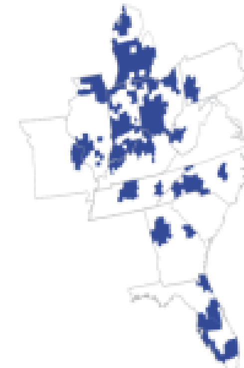
Tayfun Tuzun
Executive Vice President & Chief Financial Officer

May 19, 2015

Please refer to earnings release dated April 21, 2015 (as amended) and 10-Q dated May 11, 2015 for further information

Business composition at Fifth Third

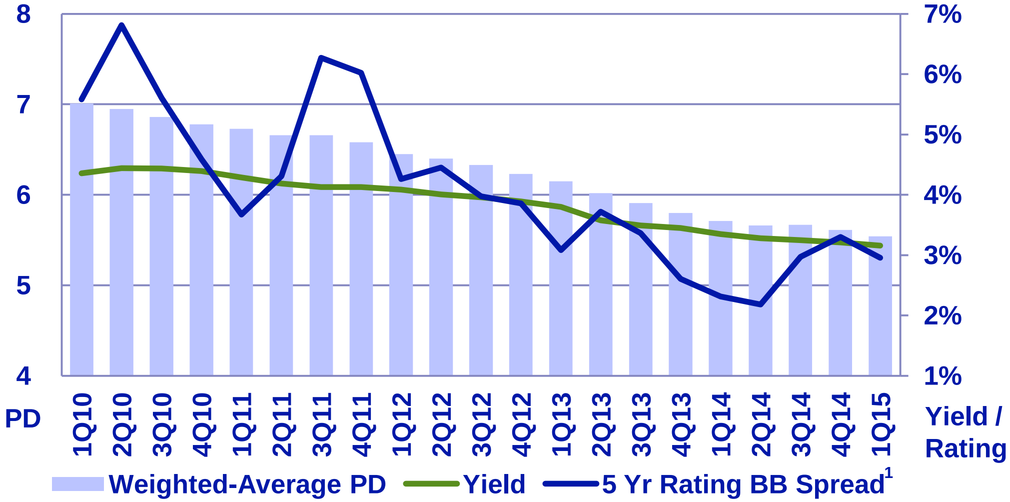
FIFTH THIRD BANK

	Commercial Banking	Branch Banking	Consumer Lending	Wealth Management
Footprint	 ■ In footprint markets ■ National commercial banking		 ■ In footprint markets ■ National consumer lending	
Business Lines	Commercial Bank	Retail Bank Cards Home Equity	Mortgage Auto	Private Bank Retail Brokerage Institutional Services
	42% of Bancorp net revenue[1]	**37% of Bancorp net revenue[1]**	**10% of Bancorp net revenue[1]**	**9% of Bancorp net revenue[1]**

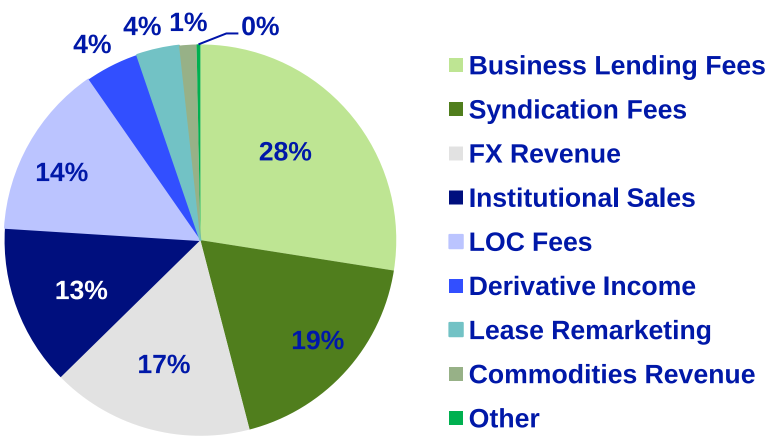
[1] For the year ended December 31, 2014. Net revenue represents net interest income plus noninterest income. General Corporate and Other segment not included in above disclosure and represents remaining 2% of net revenue.

Changing profile of commercial lending

Commercial Loan Portfolio

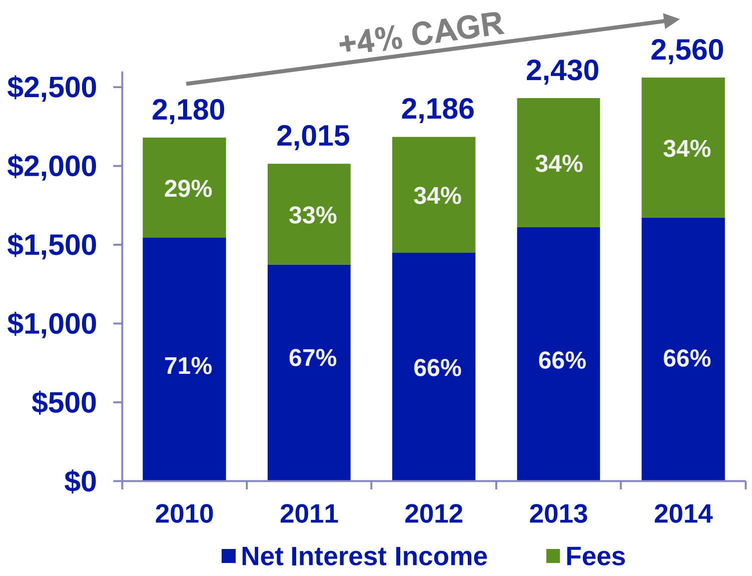


FY14 Corporate Banking Fees Composition



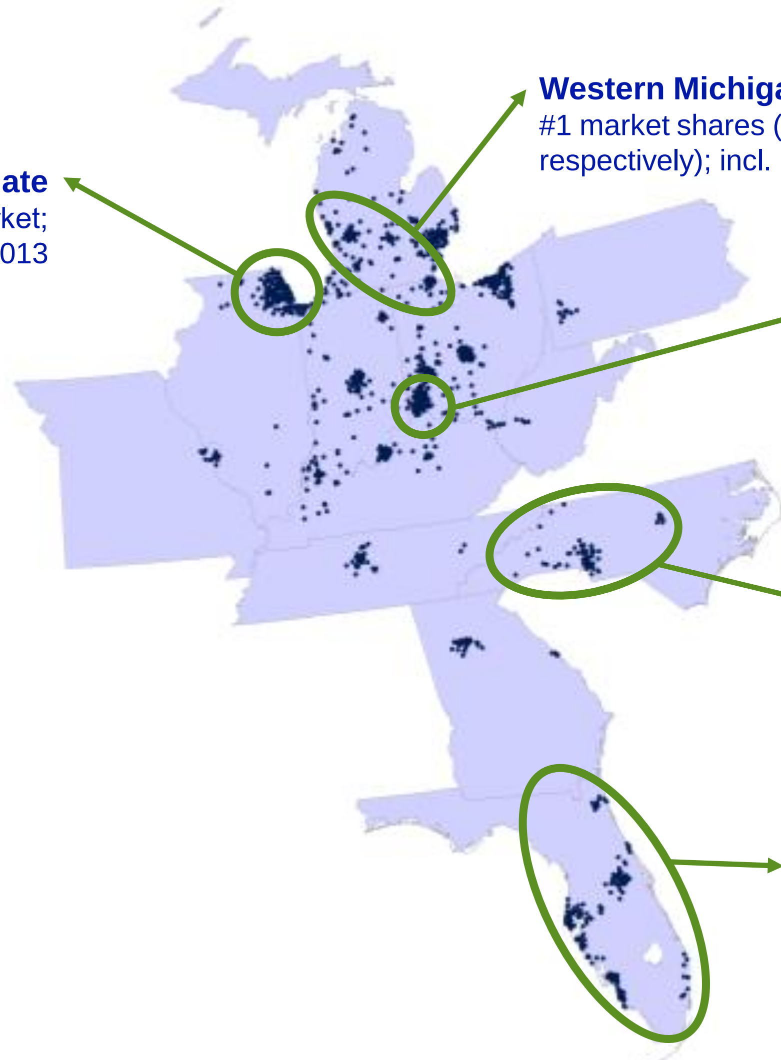
- Changing credit profile post-crisis directly linked to change in our risk appetite, indirectly a result of increased focus on mid- and large-corporate relationships
- Combination of lower credit spreads and higher capital ratios require significantly higher contribution from non-credit business fees to meet target returns
- Although fee income streams may result in higher potential volatility in revenues compared to pure interest income, lower credit volatility should preserve stable earnings

Commercial Banking Net Revenue[2,3]



[1] 5 year BB spread at quarter end.
[2] Includes FTE Adjustment
[3] 2010, 2011, and 2012 have not been restated for changes in the structure of reporting units that occurred in 1Q14.

Deposit momentum delivering franchise value



Western Michigan and Northwestern Ohio affiliates
#1 market shares (17% and 19% of FITB footprint deposits, respectively); incl. Grand Rapids, MI and Toledo, OH

Chicago affiliate
Fifth Third's second largest affiliate market; 6.9% increase in deposits vs. 2013

Cincinnati affiliate
#1 market share (23% or $11.0B of FITB footprint deposits) and Fifth Third's largest affiliate market; home of Fifth Third's corporate headquarters

North Carolina affiliate
#4 market share in Charlotte; 8.0% increase in deposits vs. 2013

Florida region
10.3% increase in deposits vs. 2013; one of the strongest regional growth markets

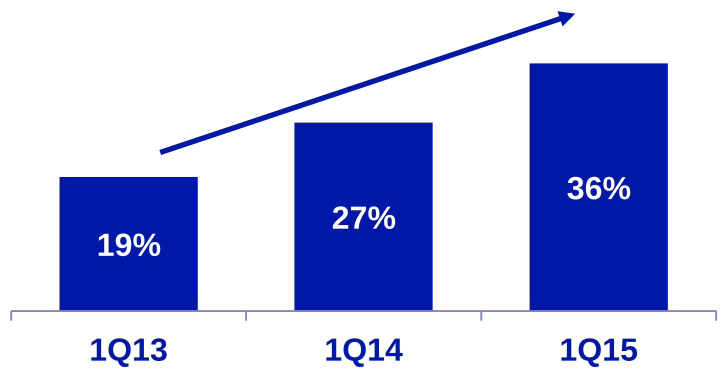
- **Deposit growth in all 15 affiliates**
- **Deposit market share growth in 13 of 15 affiliates**
  – **Top 3 deposit share in 7 affiliates**
  – **Deposit growth outperforming market in 13 affiliates**

Strong market share in mature Midwest markets; Southeast markets remain key focus area and source of growth

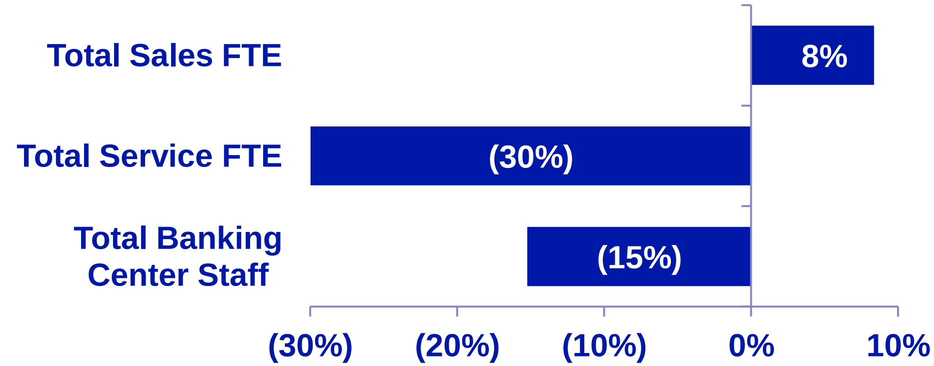
Source: FDIC, SNL Financial.
Note: Branches included are full service retail / brick and mortar; data excludes headquarters branches with over $250 million in deposits ($500MM for Chicago CBSA).

Enhancing retail bank platform

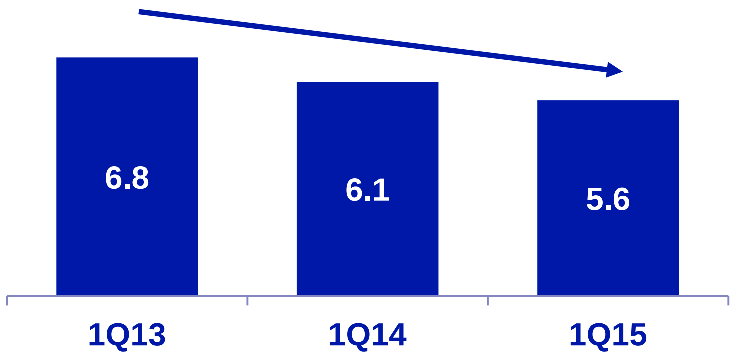
Consumer Deposit Activity
Transaction volume by ATM and mobile channels



Retail Banking Headcount
27 month change (Dec. 2012 – March 2015)



Branch Transactions
Average monthly teller transaction in millions



- Remote deposit capture launched in 2012, now 36% of all consumer deposits
- 2,200 ATMs image-enabled broadens reach and effective footprint
- Testing technology-focused, smaller branch formats with lower staffing requirements
- Redefining roles of branch personnel and testing hybrid roles in response to change in traffic patterns
- 3rd generation mobile banking platform
- Actively pursing digital sales capabilities to compensate for decline in branch traffic

Consumer lending-stable source of earning assets

FIFTH THIRD BANK

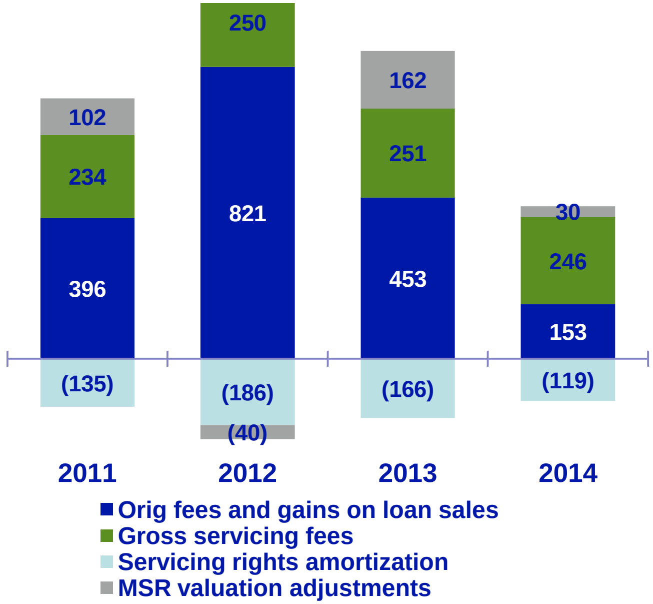
Mortgage
- Primarily in footprint lender
- Flexible business model, quickly scalable in response to change in environment
- Important cornerstone product key to strong relationships

Auto
- Stable portfolio balances
- National lender; in 46 states
- Super-prime focus with 750 plus average FICO score; 90% or less average advance rates
- ~9,000 dealer customers

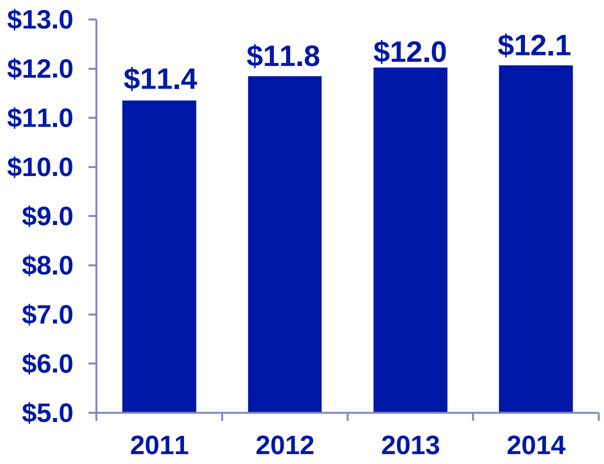
Home Equity
- Valuable source of credit to home owning customers
- Slightly downward trends in balances due to low demand
- Credit trends in line with industry, 1/3 1st lien; 1/3 behind Fifth Third 1st lien

Card
- In footprint card portfolio sold to current customers
- Stable portfolio yield
- Focused on card activity and utilization with current holders

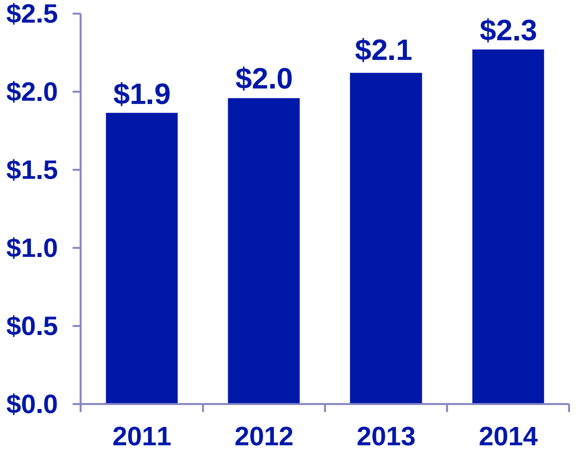
Mortgage Banking Net Revenue ($MM)



Average Auto Loans ($B)



Average Card Loans ($B)



Wealth management increasing contribution to earnings

FIFTH THIRD BANK

Consumer

Retail Brokerage

Mass market and mass affluent clients
- Retirement, investment and education planning, managed money, annuities and transactional brokerage services

Private Bank

Financial elite clients
- Teams of professionals dedicated to helping clients achieve their financial goals

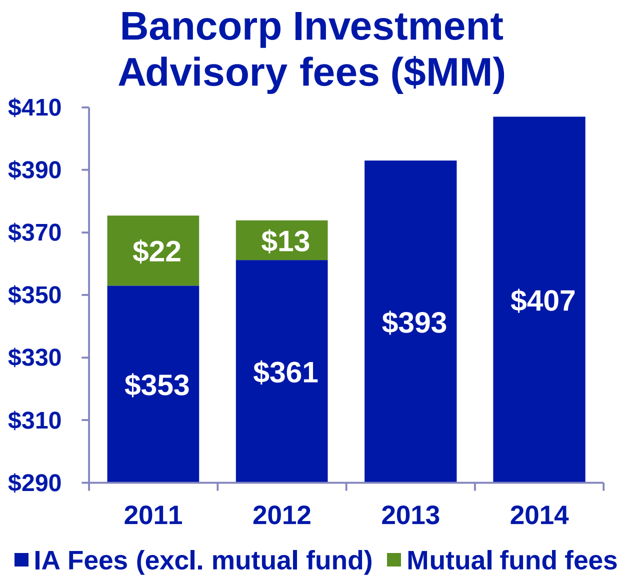
Wholesale

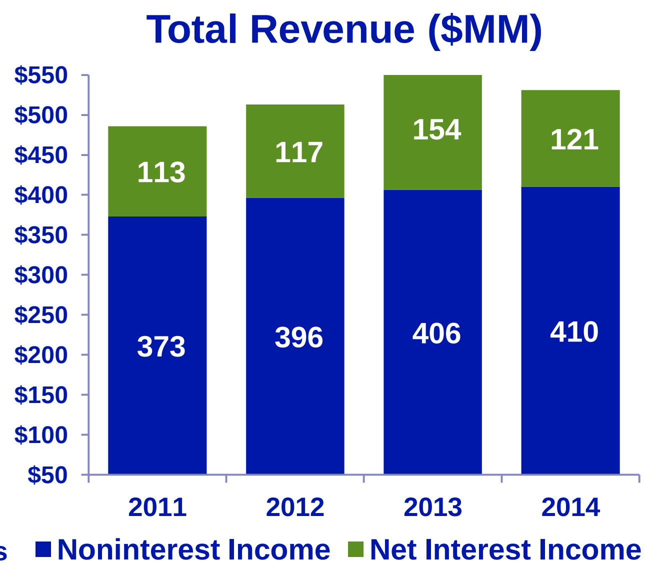
Institutional Services

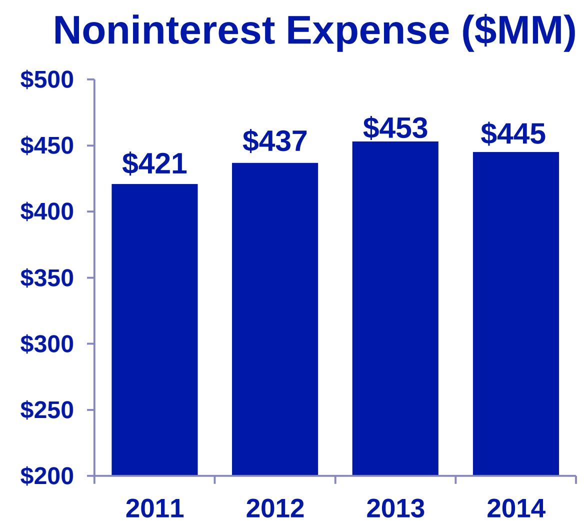
Consulting, investment and record-keeping services for corporations, financial institutions, foundations, endowments and not-for-profit organizations
- Retirement plans, endowment management, planned giving and custody services

ClearArc Capital

Provides asset management services to institutional clients
- Divested all proprietary mutual funds in 2012 to complete transition to open architecture



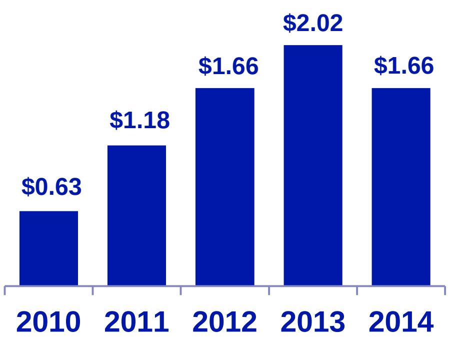




Investment Advisors serves individual and institutional clients with all levels of wealth; provides for significant cross-sell opportunity

2014 performance at a glance

Diluted earnings per share

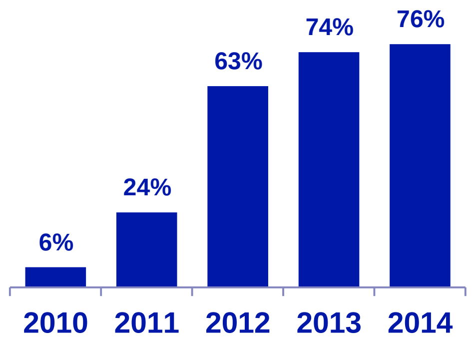


Strong long-term earnings growth

Book value per share

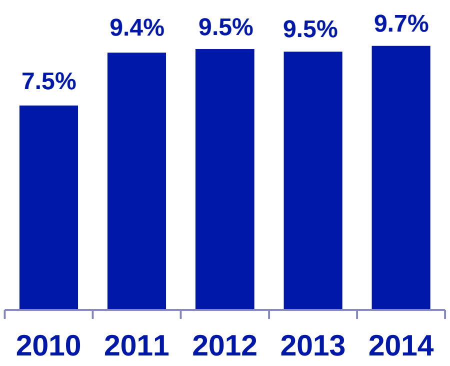
Creating value and sustaining momentum in results

Total payout ratio[1]



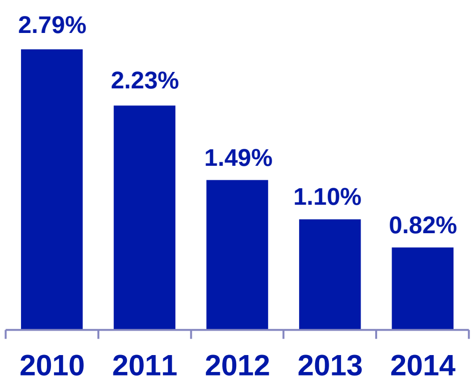
~$1.1B[1] payout to common shareholders in 2014

Tier I common ratio[2]



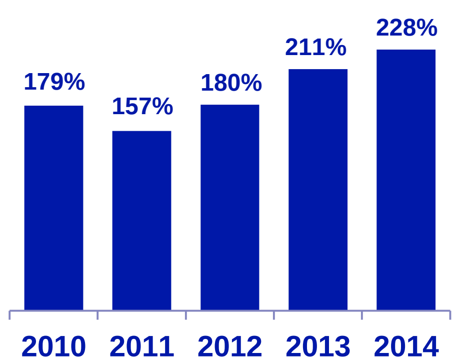
Solid capital ratios; above targets and requirements

Nonperforming asset ratio



Problem assets at lowest levels since before crisis

ALLL / NPLs



Maintaining prudent reserve stance

[1] Includes dividends declared and share repurchases. 2013 is net of the issuance of shares valued at $398MM related to the Series G preferred stock conversion on July 1, 2013. 2012, 2013, and 2014 also include repurchases of shares in the amount of after-tax gains on the sale of Vantiv shares.

[2] Non-GAAP measure; see Reg. G reconciliation in appendix.

First quarter 2015 earnings highlights

FIFTH THIRD BANK

Strong Operating Results

- Earnings per diluted share of $0.42; significant pre-tax items in 1Q15 results included a $70MM pre-tax positive valuation adjustment on the warrant Fifth Third holds in Vantiv, $37MM pre-tax gain on the sale of TDRs, a $17MM pre-tax charge related to the valuation of the Visa total return swap and a $30MM operating lease impairment charge recognized as a post-quarter adjustment (resulting in a total net ~$0.05 positive after-tax impact on EPS)
- Solid operating results despite continued low interest rate environment; reflected typical 1Q seasonality in fee income and benefits expense
- Credit quality continues to improve; NCO ratio 41 bps of loans and NPA ratio 76 bps

Executing on Strategic Plans

- Traditional commercial banking franchise utilizing an affiliate-based model supported with strong national businesses
  - Segment and industry specialization in mid-corporate, energy, and healthcare
- Top 3 deposit market share in key markets with focus on further improving share of wallet
- Redesigning retail distribution strategy and prioritizing key segments in consumer bank
- Growing regional wealth management and brokerage services

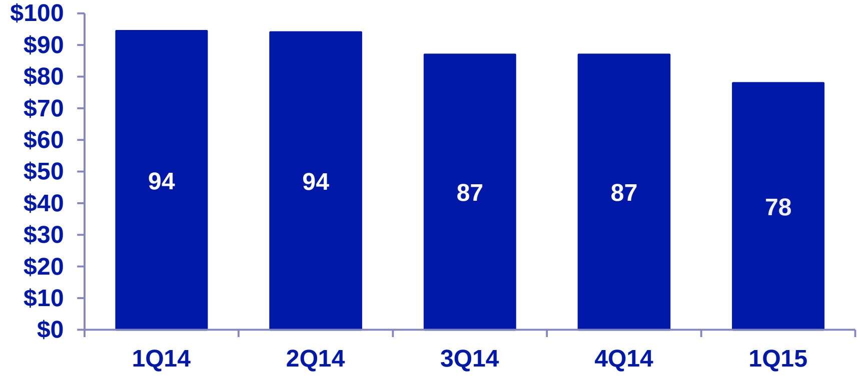
Prudent Capital Management

- Common equity tier 1 capital ratio of 9.5%[1]
- Repurchased 9MM common shares in 1Q15
- 2015 CCAR plan not objected to by Federal Reserve Board, includes the potential increase in the quarterly common stock dividend and potential repurchase of common shares
  - $180MM share repurchase agreement announced in 1Q15
  - $155MM share repurchase agreement announced in 2Q15

[1] *Common equity tier 1 capital ratio on a Basel III transitional basis. Under banking agencies Basel III Final Rule, assets and credit equivalent amounts of off-balance sheet exposures are calculated based upon the standardized approach for risk-weighted assets. The resulting values are added together resulting in the Bancorp's total risk-weighted assets.*

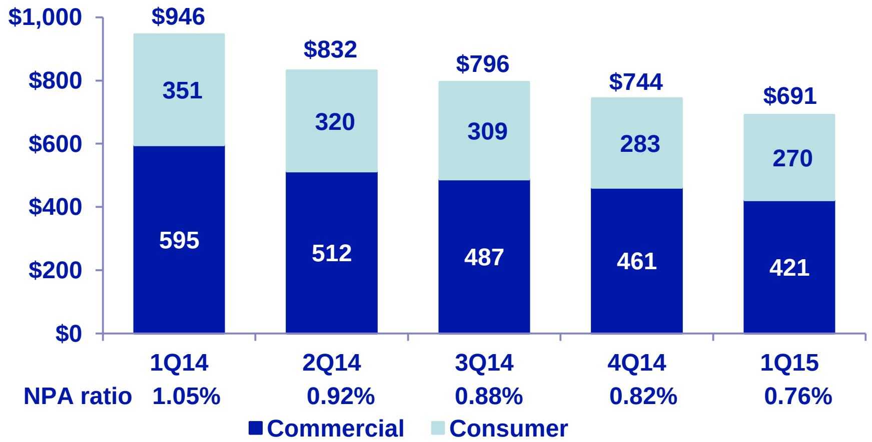
Credit quality overview

Accruing 90+ Days Past Due ($MM)



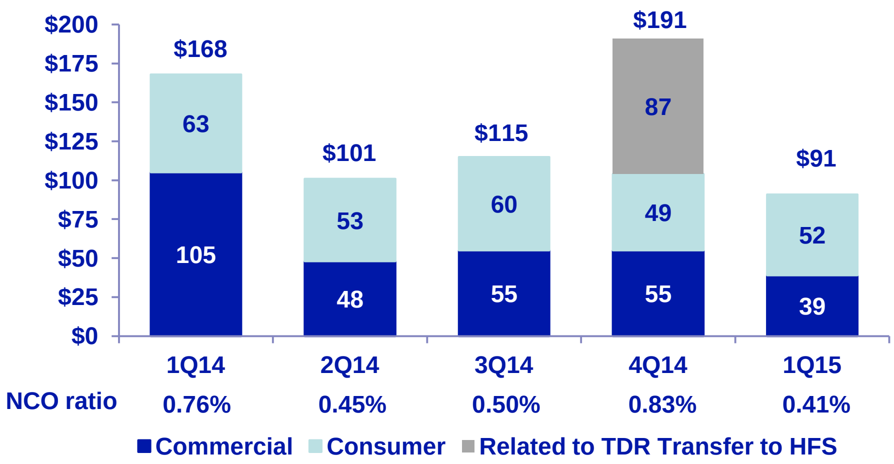
90 + delinquencies declined 17% from 1Q14

HFI Nonperforming Assets ($MM)



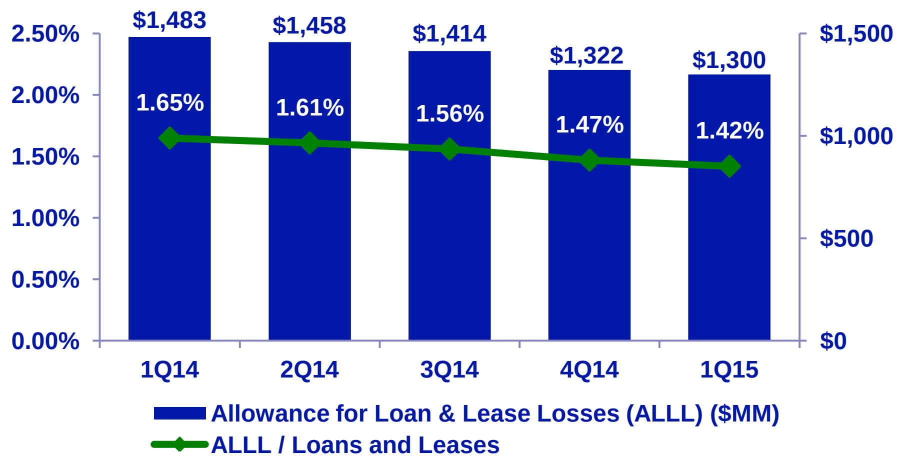
NPAs down 7% sequentially and 27% from 1Q14; lowest level since 2007

Net Charge-offs ($MM)



Net charge-offs down 52% sequentially and 46% year-over-year; 4Q14 included $87MM related to TDR transfer to held-for-sale

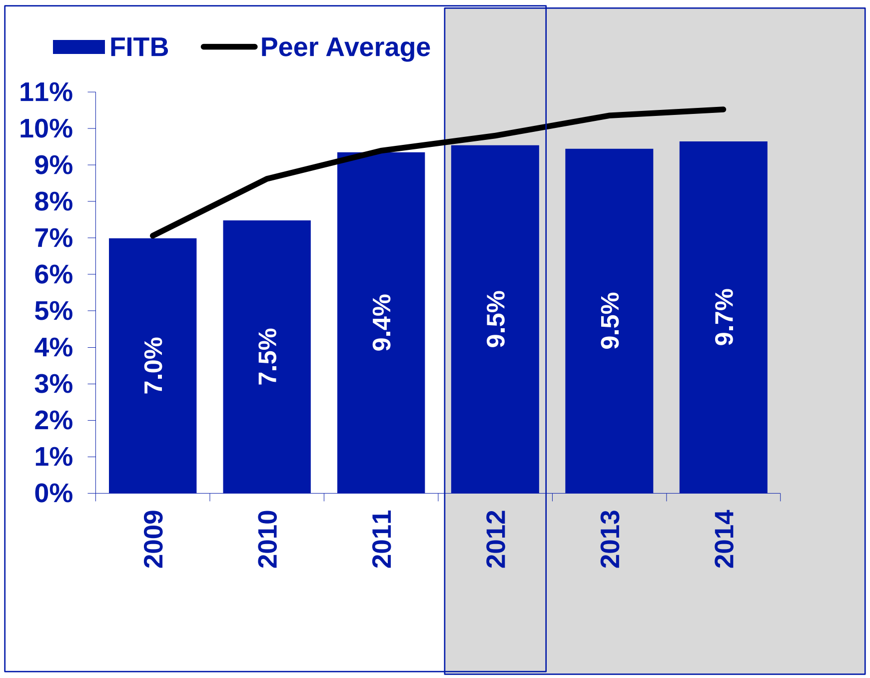
Reserve Coverage



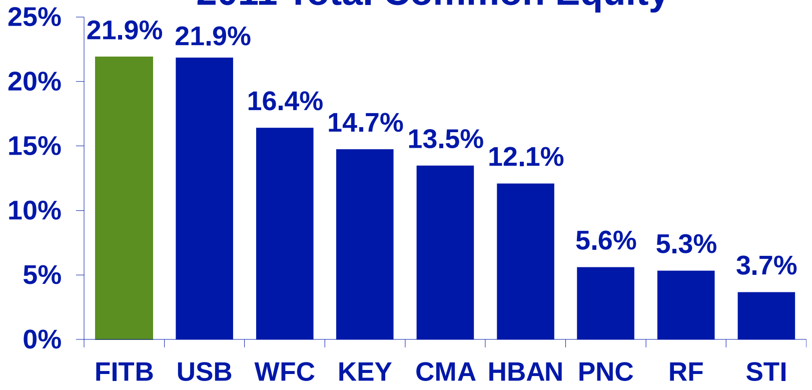
Includes 1Q15 provision expense of $69MM, reserve coverage levels remain solid

Strong capital position

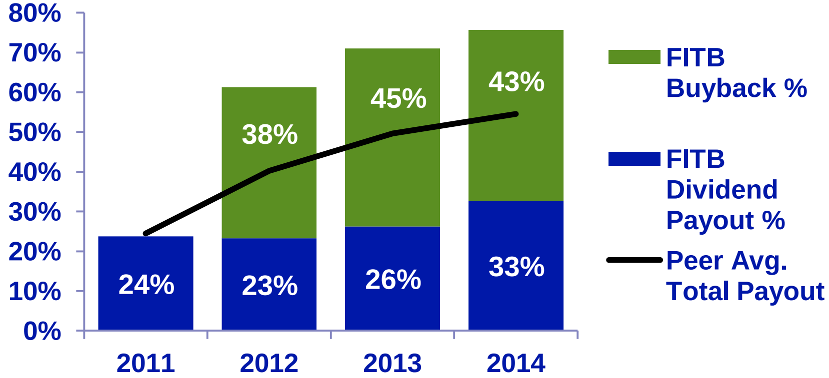
Tier I common equity[1]



1Q12-1Q15 Common Equity Repurchased / 2011 Total Common Equity



Total Payout Ratio (ex. Vantiv)[2]



Capital generation and overall capital position, sufficient to support balance sheet growth and continued prudent capital return to shareholders

[1] Non-GAAP measure; See Reg. G reconciliation in appendix.
[2] 2013 is net of the issuance of shares valued at $398MM related to the Series G preferred stock conversion on July 1, 2013
Peer average includes: BBT, CMA, HBAN, KEY, MTB, PNC, RF, STI, USB, and WFC.

Investment thesis

Solid balance sheet positioning with strong core funding and LCR ratio

Commercial Bank with appropriate scale and scope of offerings

Active management of Consumer Bank for long term profitability

Growing wealth management and brokerage services

Balanced capital management supporting growth and shareholder returns

Cautionary statement

This report contains statements that we believe are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Rule 175 promulgated thereunder, and Section 21E of the Securities Exchange Act of 1934, as amended, and Rule 3b-6 promulgated thereunder. These statements relate to our financial condition, results of operations, plans, objectives, future performance or business. They usually can be identified by the use of forward-looking language such as "will likely result," "may," "are expected to," "is anticipated," "estimate," "forecast," "projected," "intends to," or may include other similar words or phrases such as "believes," "plans," "trend," "objective," "continue," "remain," or similar expressions, or future or conditional verbs such as "will," "would," "should," "could," "might," "can," or similar verbs. You should not place undue reliance on these statements, as they are subject to risks and uncertainties, including but not limited to the risk factors set forth in our most recent Annual Report on Form 10-K. When considering these forward-looking statements, you should keep in mind these risks and uncertainties, as well as any cautionary statements we may make. Moreover, you should treat these statements as speaking only as of the date they are made and based only on information then actually known to us.

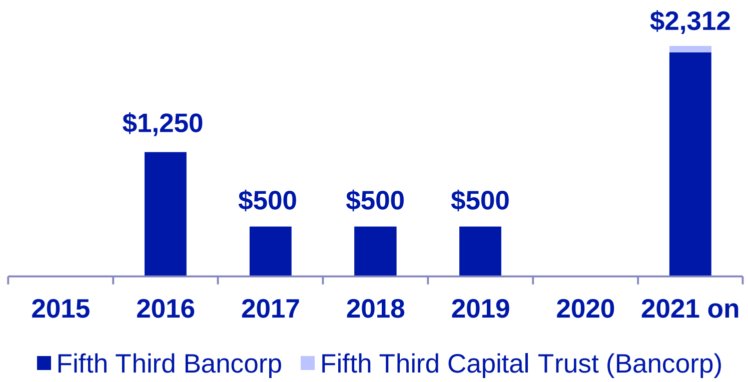
There are a number of important factors that could cause future results to differ materially from historical performance and these forward-looking statements. Factors that might cause such a difference include, but are not limited to: (1) general economic conditions and weakening in the economy, specifically the real estate market, either nationally or in the states in which Fifth Third, one or more acquired entities and/or the combined company do business, are less favorable than expected; (2) deteriorating credit quality; (3) political developments, wars or other hostilities may disrupt or increase volatility in securities markets or other economic conditions; (4) changes in the interest rate environment reduce interest margins; (5) prepayment speeds, loan origination and sale volumes, charge-offs and loan loss provisions; (6) Fifth Third's ability to maintain required capital levels and adequate sources of funding and liquidity; (7) maintaining capital requirements and adequate sources of funding and liquidity may limit Fifth Third's operations and potential growth; (8) changes and trends in capital markets; (9) problems encountered by larger or similar financial institutions may adversely affect the banking industry and/or Fifth Third; (10) competitive pressures among depository institutions increase significantly; (11) effects of critical accounting policies and judgments; (12) changes in accounting policies or procedures as may be required by the Financial Accounting Standards Board (FASB) or other regulatory agencies; (13) legislative or regulatory changes or actions, or significant litigation, adversely affect Fifth Third, one or more acquired entities and/or the combined company or the businesses in which Fifth Third, one or more acquired entities and/or the combined company are engaged, including the Dodd-Frank Wall Street Reform and Consumer Protection Act; (14) ability to maintain favorable ratings from rating agencies; (15) fluctuation of Fifth Third's stock price; (16) ability to attract and retain key personnel; (17) ability to receive dividends from its subsidiaries; (18) potentially dilutive effect of future acquisitions on current shareholders' ownership of Fifth Third; (19) effects of accounting or financial results of one or more acquired entities; (20) difficulties from Fifth Third's investment in, relationship with, and nature of the operations of Vantiv, LLC; (21) loss of income from any sale or potential sale of businesses that could have an adverse effect on Fifth Third's earnings and future growth; (22) ability to secure confidential information and deliver products and services through the use of computer systems and telecommunications networks; and (23) the impact of reputational risk created by these developments on such matters as business generation and retention, funding and liquidity.

You should refer to our periodic and current reports filed with the Securities and Exchange Commission, or "SEC," for further information on other factors, which could cause actual results to be significantly different from those expressed or implied by these forward-looking statements.

Appendix

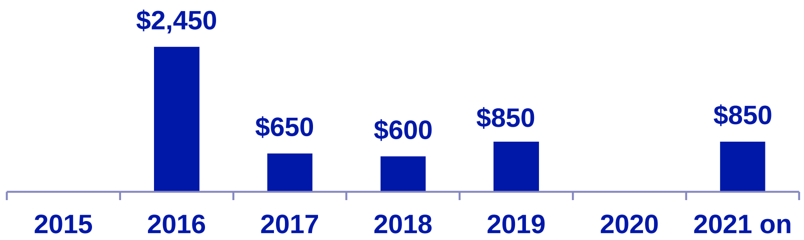
Strong liquidity profile

Holding company unsecured debt maturities ($MM)



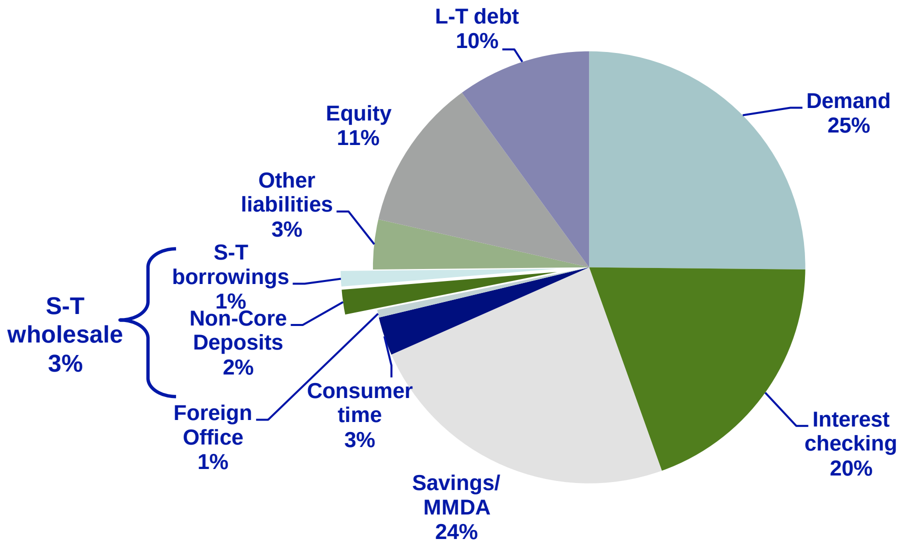
- Holding Company cash at 3/31/15: $2.5B
- Cash currently sufficient to satisfy all fixed obligations in a stressed environment for more than 18 months (debt maturities, common and preferred dividends, interest and other expenses) without accessing capital markets, relying on future dividends from subsidiaries, or any other discretionary actions

Bank unsecured debt maturities ($MM – excl. Brokered CDs)



- Available and contingent borrowing capacity (1Q15):
  - FHLB ~$14.2B available, ~$16.0B total
  - Federal Reserve ~$26.6B

Heavily core funded



Interest rate risk management

Well-positioned for rising rates

- **NII benefits from asset re-pricings in a rising rate environment**
  - **64% of total loans are floating rate (81% of commercial and 39% of consumer)**
  - **Investment portfolio duration of approximately 4.3 years**
  - **Short-term wholesale funding represents only about 1.5% of total funding**
  - **Approximately $12B in non-core funding re-prices beyond one year**

- **Interest rate sensitivities are based on conservative deposit assumptions**
  - **70% beta on all interest-bearing deposit and sweep balances (~50% betas experienced in 2004 – 2006 Fed tightening cycle)**
  - **No modeled re-pricing lag**
  - **Modeled non-interest bearing commercial DDA runoff of approximately $2.5B (about 10%) for each 100 bps increase in rates**
  - **DDA runoff rolls into an interest bearing product with a 100% beta**

ESTIMATED NII SENSITIVITY PROFILE

Change in Interest Rates	Percent Change in NII (FTE) 12 Months	13 to 24 Months	ALCO Policy Limits 12 Months	13 to 24 Months
+200 bps Ramp	**1.54%**	**6.80%**	**(4.00%)**	**(6.00%)**
+100 bps Ramp	**0.83%**	**4.26%**	**-**	**-**

ESTIMATED EVE SENSITIVITY PROFILE

Change in Interest Rates	Change in EVE	ALCO Policy Limit
+200 bps Shock	**(3.85%)**	**(12.00%)**
+100 bps Shock	**(1.33%)**	
+25 bps Shock	**(0.20%)**	
-25 bps Shock	**0.11%**	

ESTIMATED NII SENSITIVITY with DEMAND DEPOSIT BALANCE RUN-OFF ASSUMPTION CHANGES

	Percent Change in NII (FTE)			
	$1B Balance Decrease		$1B Balance Increase	
Change in Interest Rates	12 Months	13 to 24 Months	12 Months	13 to 24 Months
+200 bps Ramp	**1.26%**	**6.23%**	**1.82%**	**7.36%**
+100 bps Ramp	**0.69%**	**3.98%**	**0.97%**	**4.55%**

ESTIMATED NII SENSITIVITY with DEPOSIT BETA ASSUMPTION CHANGES

	Percent Change in NII (FTE)			
	Betas 25% Higher		Betas 25% Lower	
Change in Interest Rates	12 Months	13 to 24 Months	12 Months	13 to 24 Months
+200 bps Ramp	**(1.54%)**	**0.47%**	**4.62%**	**13.12%**
+100 bps Ramp	**(0.67%)**	**1.29%**	**2.32%**	**7.24%**

Note: In ramp scenarios, rate changes occur evenly over the first four quarters. Estimated results as of 1Q15, actual results may vary from these simulated results due to differences between forecasted and actual balance sheet composition, timing, magnitude, and frequency of interest rate changes, as well as changes in market conditions and management strategies. Repricing percentage or "beta" is the estimated change in yield over 12 months as a result of a shock or ramp 100 bps parallel shift in the yield curve.

Regulation G Non-GAAP reconciliation

Fifth Third Bancorp and Subsidiaries
Regulation G Non-GAAP Reconcilation
$ and shares in millions
(unaudited)

	For the Three Months Ended				
	March 2015	December 2014	September 2014	June 2014	March 2014
Income before income taxes (U.S. GAAP)	485	519	464	606	438
Add: Provision expense (U.S. GAAP)	69	99	71	76	69
Pre-provision net revenue	554	618	535	682	507
Net income available to common shareholders (U.S. GAAP)	346	362	328	416	309
Add: Intangible amortization, net of tax	-	1	1	1	1
Tangible net income available to common shareholders	346	363	329	417	310
Tangible net income available to common shareholders (annualized) (a)	1,403	1,440	1,305	1,673	1,257
Average Bancorp shareholders' equity (U.S. GAAP)	15,820	15,644	15,486	15,157	14,862
Less: Average preferred stock	(1,331)	(1,331)	(1,331)	(1,119)	(1,034)
Average goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Average intangible assets and other servicing rights	(15)	(17)	(16)	(17)	(19)
Average tangible common equity (b)	12,058	11,880	11,723	11,605	11,393
Total Bancorp shareholders' equity (U.S. GAAP)	15,864	15,626	15,404	15,469	14,826
Less: Preferred stock	(1,331)	(1,331)	(1,331)	(1,331)	(1,034)
Goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Intangible assets and other servicing rights	(15)	(16)	(16)	(17)	(18)
Tangible common equity, including unrealized gains / losses (c)	12,102	11,863	11,641	11,705	11,358
Less: Accumulated other comprehensive income	(588)	(429)	(301)	(382)	(196)
Tangible common equity, excluding unrealized gains / losses (d)	11,514	11,434	11,340	11,323	11,162
Total assets (U.S. GAAP)	140,470	138,706	134,188	132,562	129,654
Less: Goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Intangible assets and other servicing rights	(15)	(16)	(16)	(17)	(18)
Tangible assets, including unrealized gains / losses (e)	138,039	136,274	131,756	130,129	127,220
Less: Accumulated other comprehensive income / loss, before tax	(905)	(660)	(463)	(588)	(302)
Tangible assets, excluding unrealized gains / losses (f)	137,134	135,614	131,293	129,541	126,918
Common shares outstanding (g)	815	824	834	844	848
Ratios:					
Return on average tangible common equity (a) / (b)	11.6%	12.1%	11.1%	14.4%	11.0%
Tangible common equity (excluding unrealized gains/losses) (d) / (f)	8.40%	8.43%	8.64%	8.74%	8.79%
Tangible common equity (including unrealized gains/losses) (c) / (e)	8.77%	8.71%	8.84%	9.00%	8.93%
Tangible book value per share (c) / (g)	$14.85	$14.40	$13.95	$13.86	$13.40

Regulation G Non-GAAP reconciliation

Fifth Third Bancorp and Subsidiaries
Regulation G Non-GAAP Reconcilation
$ and shares in millions
(unaudited)

	For the Three Months Ended				
	March 2015	December 2014	September 2014	June 2014	March 2014
Total Bancorp shareholders' equity (U.S. GAAP)	N/A	15,626	15,404	15,469	14,826
Goodwill and certain other intangibles	N/A	(2,476)	(2,484)	(2,484)	(2,490)
Unrealized gains	N/A	(429)	(301)	(382)	(196)
Qualifying trust preferred securities	N/A	60	60	60	60
Other	N/A	(17)	(18)	(19)	(18)
Tier I capital	N/A	12,764	12,661	12,644	12,182
Less: Preferred stock	N/A	(1,331)	(1,331)	(1,331)	(1,034)
Qualifying trust preferred securities	N/A	(60)	(60)	(60)	(60)
Qualifying noncontrolling interest in consolidated subsidiaries	N/A	(1)	(1)	(1)	(1)
Tier I common equity (a)	N/A	11,372	11,269	11,252	11,087
Risk-weighted assets, determined in accordance with	Basel III	Basel I			
prescribed regulatory requirements (b)	121,310	117,878	116,917	117,117	116,622
Ratio:					
Tier I common equity (a) / (b)	N/A	9.65%	9.64%	9.61%	9.51%

Basel III Final Rule - Transitional to fully phased-in	
Common equity tier 1 capital (transitional)	11,543
Less: Adjustments to common equity tier 1 capital from transitional to fully phased-in (1)	(13)
Common equity tier 1 capital (fully phased-in) (c)	11,530
Risk-weighted assets (transitional)	121,310
Add: Adjustments to risk-weighted assets from transitional to fully phased-in (2)	1,182
Risk-weighted assets (fully phased-in) (d)	122,492
Estimated common equity tier 1 capital ratio under Basel III Final Rule (fully phased-in) (c) / (d)	9.41%

(1) Primarily relates to disallowed intangible assets (other than goodwill and MSRs, net of associated deferred tax liabilities)
(2) Primarily relates to higher risk weighting for MSRs.

Regulation G Non-GAAP reconciliation

Fifth Third Bancorp and Subsidiaries
Regulation G Non-GAAP Reconcilation
$ and shares in millions
(unaudited)

	For the Year Ended				
	2014	2013	2012	2011	2010
Total Bancorp shareholders' equity (U.S. GAAP)	$15,626	$14,589	$13,716	$13,201	$14,051
Goodwill and certain other intangibles	(2,476)	(2,492)	(2,499)	(2,514)	(2,546)
Unrealized gains	(429)	(82)	(375)	(470)	(314)
Qualifying trust preferred securities	60	60	810	2,248	2,763
Other	(17)	19	33	38	11
Tier I capital	12,764	12,094	11,685	12,503	13,965
Less: Preferred stock	1,331	(1,034)	(398)	(398)	(3,654)
Qualifying trust preferred securities	(60)	(60)	(810)	(2,248)	(2,763)
Qualifying noncontrolling interest in consolidated subsidiaries	(1)	(37)	(48)	(50)	(30)
Tier I common equity (a)	11,372	10,963	10,429	9,807	7,518
Risk-weighted assets, determined in accordance with prescribed regulatory requirements (b)	117,878	115,969	109,301	104,219	100,561
Ratio:					
Tier I common equity (a) / (b)	9.65%	9.45%	9.54%	9.41%	7.48%